

**Belvedere:** March 24, 2005

*Jerry Butler*

**TO:** Transportation Authority of Marin Commissioners

**Corte Madera:**

*Melissa Gill*

**RE:** Safe Routes to School Program Request for Proposal Process – Agenda Item 10

**Fairfax:**

*Lew Tremaine*

Dear Commissioners:

**Larkspur:**

*Joan Lundstrom*

**Mill Valley:**

*Dick Swanson*

The Marin County Safe Routes to School program began in 2000 with the mission to find ways to encourage students to bike and walk to school. The program has grown to become one of the largest Safe Routes programs in the Country. The County Public Works Department currently administers the program and the current contract will end in July 2005. With the passage of Measure A, the Safe Routes to School program will be funded and administered by TAM. In order to transition from the current County program to the TAM program, a new contract is required.

**Novato:**

*Pat Eklund*

To accomplish this, it is proposed that TAM issue a Request for Proposals (RFP) to qualified contractors. The RFP will include a scope of services similar to that of the current program (Attachment 1) with possible modifications, such as performance standards. The Program Management Support team will develop the RFP scope of services with input from the TAM Board members and staff, the existing Safe Routes contractor, and school representatives.

**Ross:**

*Tom Byrnes*

**San Anselmo:**

*Peter Breen*

**San Rafael:**

*Al Boro*

The draft RFP scope of services will be distributed to the TAM Executive Committee for discussion at the April 13, 2005 meeting. Based on input received at the meeting, the RFP scope of services will be revised and prepared for approval by the Commission at the April 28, 2005 meeting. If approved, the RFP will be distributed for response. The contractor selection process will occur during May and June, concluding with a contractor recommendation to the Commission at the June 23, 2005 meeting. This RFP process will allow the contract to be underway prior to the start of the 2005-06 school year.

**Sausalito:**

*Amy Belser*

**Tiburon:**

*Alice Fredericks*

**County of Marin:**

*Susan Adams*

*Hal Brown*

*Steve Kinsey*

*Charles McGlashan*

*Cynthia Murray*

**Recommendation**

Staff recommends that TAM review the existing scope of work and the RFP process and provide comment.

Respectfully Submitted,

Craig Tackabery  
Executive Director

Attachments: Safe Routes to School Request for Proposals Process  
Scope of Services with current county contractor, Nelson/Nygaard

**TRANSPORTATION AUTHORITY OF MARIN**  
**Safe Routes to School Program**

**Request for Proposals Process**

<u>Task</u>	<u>Completion Date</u>
1. Request for Proposals (RFP) Investigations: <ul style="list-style-type: none"><li>• Review existing contract and RFP</li><li>• Survey other agencies for performance standards and reporting methods</li><li>• Interview current Safe Routes to Schools contractor team (Nelson Nygaard, MCBC, Parisi), agency staff and school representatives</li></ul>	April 6
2. Prepare review Draft RFP for the Executive Committee meeting on April 13, 2005	April 6
3. Request RFP approval from TAM Board, April 28, 2005	April 21
4. Develop RFP distribution list and identify panel members for proposal review and interviews	April 28
5. Mail out the RFP and post on web site	April 29
6. Proposals due	May 20
7. Convene interview panel: <ul style="list-style-type: none"><li>• Discuss proposals</li><li>• Contractor interviews</li><li>• Recommend contractor</li></ul>	May 26
8. Contractor recommendation finalized	May 31
9. Recommend award to TAM Board, June 23, 2005	June 16
10. Award Contract	July 1

EXHIBIT "A"  
SERVICES TO BE PROVIDED  
BY CONTRACTOR

The Contractor shall develop and operate the Marin County Safe Routes to School program which shall include the following tasks:

1. **Strategy Meetings**

The Consultant shall meet with a variety of stakeholder groups to determine how the current Safe Routes to Schools program is working, how it could be improved and expanded to include schools throughout the County.

Stakeholders groups are expected to include Public Works Directors from the County and each City/Town School District Officials from affected school districts and City Managers from each city/town.

2. **Evaluation of Existing Program(s)**

The consultant shall conduct an evaluation of the existing Safe Routes to Schools programs in Marin County. The evaluation will document the range of services and programs currently offered, as well as those that may be on going independent of this contract. Program cost, oversight, accountability and effectiveness shall be examined. For those programs with measurable performance objectives, the consultant shall examine whether or not they have achieved or are likely to achieve their targets. For programs without clear objectives, the consultant shall work with program leaders to develop appropriate measures.

3. **Refine Existing Strategic Education Program and Materials**

The consultant shall utilize the current educational materials used for Safe Routes to Schools programs in Marin county and develop a set of refined materials which can be reproduced for general use.

4. **Develop Measures of Success**

The consultant shall develop Program Level measures which determine success at a programmatic level and Individual School Level Programs which focus on mode shift and made maintenance goals for non-auto modes. The consultant shall also prepare monthly progress reports which describe progress on program level measure, and quarterly reporting on school level measures.

5. **Develop Plan for Maintaining Activities at Participating Schools**

The consultant shall develop a plan for maintaining participation of schools that have already completed their initial year, and will develop materials appropriate for on-going, multi-year program.

6. **Implement Countywide Program**

Following the approval of all program documents, the team shall proceed with the implementation phase of this program. Implementation activities shall coincide with the termination of the current funding grant by the Marin Community Foundation on December 31, 2003 which currently supports the Countywide Safe Routes to Schools program in Marin county.

7. **Engineering Expertise**

The consultant shall provide a licensed Civil or Traffic Engineer who is experienced in traffic engineering practices and can regularly meet with all stakeholders, including Public Works directors to identify appropriate traffic calming and other measures that will encourage safe bicycle and pedestrian modes of travel to school. The engineer shall also work with the applicable Public Works staff in developing a conceptual design of appropriate projects, cost estimating, and/or preparing grant applications for construction of potential improvements projects.

8. **Project Management and Oversight**

The consultant shall provide appropriate and experienced program management staff to work with the County of Marin and other agencies in the County in managing this Countywide program. The consultant shall provide expertise in appropriate budgeting, evaluation measures and accountability for all programs. The consultant shall also ensure that program goals are consistent with good engineering practices and county standards. The consultant shall also provide, as determined necessary by the County, assistance with grant applications and other documentation that would support bicycle and pedestrian safety at Marin County schools.